

Effective Teamwork and Communication



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Introduction

Effective teamwork is an important aspect of any organization's success.

Every successful organisation is built on strong teams. Companies that do not have well-functioning teams often struggle, while effective teams help to improve quality, speed up project completion, and increase productivity and efficiency. To ensure that a company runs at peak efficiency, it must form a team in which each member contributes his or her talents and skills to the group's overall success.

Teamwork involves trust, respect, and excellent communication between members.

How many people have thought about how important communication is for the success of teamwork? The specialists proved that the communication process is important, more important than many would think.

Communication is important not only in a teamwork but also it has a significant role in everyday life: School, family, social circles, and with friends.

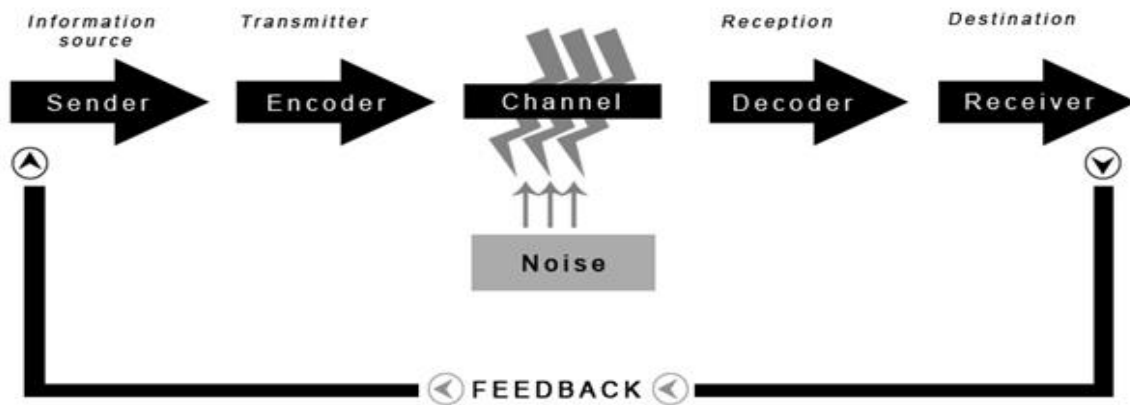
Models of communication

Shannon and Weaver Communication Model

Shannon, an American mathematician and electronic engineer, and Weaver, an American scientist, collaborated in 1948 to publish "A Mathematical Theory of Communication," also known as the "Shannon-Weaver model of communication," in the "Bell System Technical Journal."

This model was created specifically to foster effective communication between sender and receiver. They also discovered "noise" factors that affect the communication process. Initially, the model was created to improve technical communication. Later, it became widely used in the field of communication.

The model addresses issues such as information source, transmitter, noise, channel, message, receiver, channel, information destination, encode and decode.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Example: Thomson made call to his assistant “come here I want to see you.” During his call, noise appeared (transmission error) and his assistant received “I want” only. Again, Assistant asked Thomson (feedback) “what do you want Thomson’s message

Sender: Thomson

Encoder: Telephone (Thomson)

Channel: Cable

Noise: Distraction in voice

Reception: Telephone (Assistant)

Receiver: Assistant.

Due noise or transmission error the assistant cannot understand Thomson’s messages.

The Schramm Communication Model

Also known as the Osgood-Schramm communication model. Unlike other communication models, this one is circular or cyclical, and it includes all the necessary elements of communication.

This Model it implies that communication is a two-way street, with the message passing back and forth between sender and receiver.

Schramm's Model of Communication, introduced in 1954, was based on the Shannon-Weaver model. Charles Osgood was the first to propose it. He first proposed that communication is a circular model rather than a linear paradigm. W. Schramm later modified this model and mentioned it in his book.

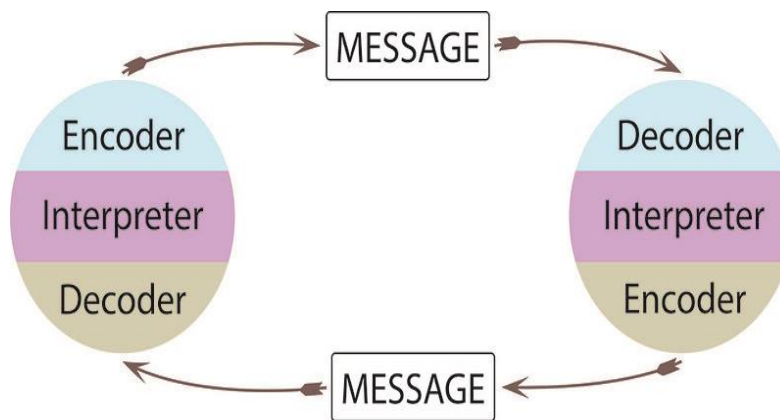


Figure: Osgood-Schramm Model

The SMCR (Sender-Message-Channel-Receiver) Communication Model

David Berlo invented the Source-Message-Channel-Receiver communication model in 1960, which he referred to as the SMCR communication model.

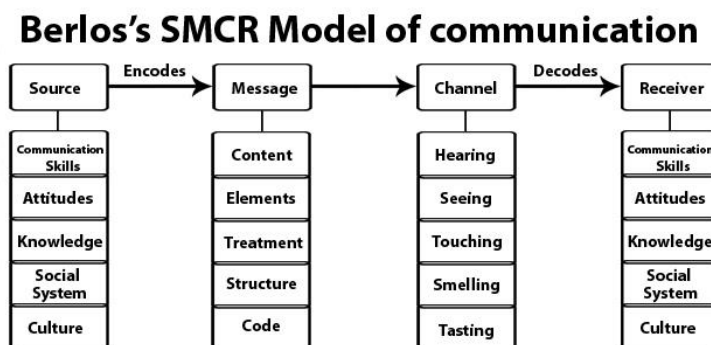
David Kenneth Berlo (1929 – February 23, 1996) was a communications theorist from the United States. He was a professor at Michigan State University before becoming president of Illinois State University.

Berlo's model explains various aspects of the communication process. He said that there are three major components to every communication: the speaker, the subject, and the listener. He claimed that the meaning of any message is determined by the listener.

Communication models are classified into three types: linear, interactive, and transactional. The SMCR communication model denotes a one-way communication system. As a result, the SMCR model is a linear model of communication in which feedback is not provided.

The Four Elements of Berlo's Model of Communication are:

1. Source
2. Message
3. Channel
4. Receiver



Source: (Deivasigamani and Adukamparai Rajukrishnan, 2021)

Communication Skills

Verbal and nonverbal communication among group members defines much team life. Individual goals, team goals, structure, and norms are clear in the communication patterns that develop among members. Tasks are accomplished and relationships managed through interpersonal interaction. Yet not all communication is positive, and as a result, team performance can be compromised. (*Griffiths, B.A., and Dunham, E.B.*)

One of the most crucial life skills to develop is effective communication. Communication is described as the flow of information to get a better understanding. It can be done verbally (through verbal exchanges), verbally (via written media such as books, websites, and magazines), visually (by graphs, charts, and maps), or nonverbally (body language, gestures, pitch of voice, and tone). All these modes of communication are important Soft Skills for a successful Career.

Verbal Communication

When most people think of communication, they think of the act of talking. To share messages with one another and grow as individuals, we rely on verbal communication. Although the word "verbal communication" often conjures up images of spoken communication, written communication is also a form of verbal communication. You are decoding the authors' written verbal communication while you read a book to understand more about communication.

Oral *Spoken Language*

Non oral *Written Language/Sign Language*

Non-verbal Communication

Nonverbal communication supplements, strengthens, and nuances the meaning of verbal messages and, in some cases, is even more credible than verbal communication. Good communicator must have a good command of both verbal and non-verbal communication. The meaning of this communication depends on the context and the relationships between individuals. Non-verbal communication is especially important socially. Usually, Verbal statements are influenced by several factors, such as: fear of being offended or upset, the desire to close a business, the social pressure that sometimes causes us to say that we agree with someone even if they do not, etc.

Non-verbal communication is called sensory communication because it is based on what we receive with the help of our senses of sight, hearing, smell, touch, and taste; aesthetic non-verbal communication (painting, music, dance, image, etc.) that takes place through different forms of artistic expression and communicates different artistic emotions; non-verbal communication based on the use of signs (flags, badges, uniforms, etc.) and specific symbols, such as those related to religion (cross, altar, icons, etc.) or social status (ranks of officers, titles, decorations, etc.).

Characteristics of Non-Verbal Communication

It is unintentional and betrays our emotions or attitudes even without our will. Therefore, we must be aware that non-verbal messages can sometimes contradict what we say. Example: When we pretend to be careful, we can betray ourselves by laughing or nodding at a phrase we should not have approved. Non-verbal communication consists of several separate codes that must be learnt to use. Some non-verbal codes are universal, understood in the same way in diverse cultures. Examples: expressing joy, surprise, disgust, etc. But some codes have meanings that are different in diverse cultures.

Listening Communication

What Makes a Good Listener

“Good listeners always strive to fully understand what others want to communicate, particularly when the statement lacks clarity. Listening demands the attempt to decode and interpret verbal messages and [nonverbal cues](#), like tone of voice, facial expressions, and physical posture”

Listening refers to the ability to understand what is being said in a conversation (Jonsdottir and Fridriksdottir, 2019). Being able to listen intently is vital in every employment role where communication is required. The importance of good listening skills like communication cannot be overstated. With good listening skills, one will be able to work more successfully as a part of a team, perform better, communicate more clearly, and comprehend more. It is no surprise that many well-known organisations provide their staff listening skills training, given how critical it is in the workplace. It is not surprising that effective listening skills lead to happier customers, more productive work with fewer mistakes, and better information exchange. These variables all lead to more inventive and imaginative effort on the part of the individual. According to the findings of one study, managers and workers who are excellent listeners have a more positive working relationship.

Case Study

In the early 1980s, the corporation was confronted with the difficult challenge of reacting to public relations disasters. These crises were so serious that if they were not addressed with the utmost care and innovation, they may have led to the company's demise. Public relations and effective communication are critical in dealing with crises not just in businesses but also in other organisations. The Tylenol problem at Johnson & Johnson exemplifies the real-world effects of public relations and effective communication in resolving and influencing public opinion. Public perception is critical in retaining consumer loyalty to a product as well as in marketing.

In the instance of Johnson & Johnson, effective communication allowed the corporation to rehabilitate its tarnished reputation because of the Tylenol product fatality. The corporation employed effective communication skills to explain what happened and persuade the public that it was not their fault. Furthermore, efficient communication persuaded the public of the company's concern, which was accomplished through commercials aimed to warn the public not to use the product until the cause of death was determined. This plan really worked in the company's favour. The Company Aims at a Diverse Public The different stakeholders involved were internal and external.

Furthermore, despite the crisis, effective communication was employed to advertise the firm. How the Company Handled Communication The corporation did an excellent job and set a precedent for how to handle a public relations problem. The message, on the other hand, may have been delivered more effectively. The following are examples of major instruments that may be used to carry out the public relations function: Relations with the Media The company's management, led by chairperson Burke, appeared on TV and radio to explain the newspaper problem. Furthermore, the media was granted access to the company's premises to investigate the situation on the ground. This media relationship had a larger role in the crisis's resolution.

(Effective Communication Case Study Analysis, n.d.)

Conclusion

Each organisation relies on effective communication to function properly. It contributes to the resolution of both internal and external conflicts and disputes. Effective business communication helps companies become more efficient because it communicates ideas and options. Other than sending and receiving messages, this also needs speaking and listening, transferring, and receiving communications, as well sending, and receiving messages. Let go of the ego and be open to answers that occur because of listening. Even while communication is a natural part of life, it is important to think about how to

conduct it in a manner that is respectful to others, while still being true to one's commitments and reputation.

Teamwork and Effective Communication

The Importance of Teamwork

As you progress through your schooling and enter the industry, you will certainly encounter situations in which you must collaborate with another person or a group. Teamwork is a valuable talent to have since it sets the tone for successful initiatives and personal well-being. For a team to be successful, each member must be valued/appreciated for their unique abilities while also being ready to collaborate and communicate efficiently.

Individuals or smaller groups work on specific tasks that are tailored to their abilities or areas of expertise in many projects. The difficult aspect is integrating all the separate components into the overall project/product and making it coherent. Open communication, timely feedback, and sufficient job allocation all contribute to successful cooperation and high-quality work.

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